

James City Green Building Design Roundtable

Monday, March 16, 2009

Government Complex Building C Conference Room

4:00 p.m. to 6:00 p.m.

Roundtable Introductions

Private Sector

Bill Strack, Henderson, Inc.
Tim Isom, Wal-Mart Distribution Center 6088
Kevin Willis, McDonough Bolyard Peck
Andrew Cronin, Guernsey Tingle Architects
Suzy Cheely, Busch Gardens
Tim Mills, TAM Consultants
Richard Costello, AES Consulting Engineers
Matt Legffler, GVA Advantis
Robert Duckett, PHBA
Jack Van Kniest, Van Kniest
Shereen Hughes, Former JCC Planning Commissioner

Public Sector

James Kennedy, JCC Board of Supervisors
Rich Krapf, JCC Planning Commission
Bob Becker, W-JCC Schools
Doug Murrow, JCC Code Compliance
Jennifer Privette, JCC General Services
Bernie Farmer, JCC General Services
Scott Thomas, JCC Environmental Services
Cheryl Waldren, JCC Development Management
Ellen Cook, JCC Planning
Scott Whyte, JCC Development Management
Michael Vergakis, JCSA
Steven Hicks, JCC Development Management

General Discussion

Mr. Kennedy opened the meeting with the introduction of all attendees. He also mentioned the first meeting will be a discussion today. Discussed setting an agenda for this team, what we want to do and what would we like to see happen. Would we want to split up into subgroups? Do we look at the potential for site design or building design? Discussion of what the group should do and in what direction should we go? JCC leads the way for the Commonwealth of Virginia. Discussed what the County has in place now and he also mentioned

the Environmental Division along with other programs which save the County money. Green design what is it? Should we look at building or do more efficiency and what about LEED certification? What about certifications in the County and the LEED certification as well. Environmental standard such as a point category and do they meet the criteria. Citizens are concerned about the County becoming green and would like to see it happen. Possible Economic Development activities such as wind energy and is economic opportunity something that James City County should be looking at.

Mr. Hicks mentioned there will be a series of meetings and he also mentioned the Comprehension Plan process. He mentioned the key elements of the policy procedure such as the environmental policies and also looking at ways for building construction. How can we incorporate our policies in to our comprehensive plan? We need to look at becoming a green community. It's the future. The construction of green building for 10 to 15 years will be the norm. How do we start doing development, where we may build a "green community" and how can it become marketable? Get the guidance from the mix group of people where should we be and the County is already in support of green communities.

Mr. Kennedy stated we should set some goals for the community.

Mr. Becker stated he would like to see the County move in the LEED certification area and James County needs to come up with those certifications and what is it going to take based on what JCC likes. What LEED requires will become a cost to the taxpayer. See what JCC can come up with?

Mr. Cowen stated he would like to see for the County to go green and to use a baseline standard that is already in place. 93% of the private sector already uses this standard.

Ms. Hughes states pick and choose prior LEEDs and the county picks their priorities. Allow people to go thru Earthcraft and people can pick their priorities.

Mr. Cowen stated we need to prioritize energy use.

Mr. Van Kniest asked if places in the County get energy credit since they are served by a nuclear reactor.

Mr. Kennedy stated that he was unsure about the credit.

Mr. Duckett stated research should be done ahead of time and where to get the "big bang for the buck." In 2008 a CA study was done and 70% green is related to the SFH built before 1983. What standards should County do and we do not need to reinvent the wheel. It's a long two year process for green. Can the County use Earthcrafts' standards for residential standards? Is it marketable and is there demand for the product? Are customers going to local builders for green homes?

Mr. Kennedy stated we need to look at tax credits, retrofitting, and natural resources. He also mentioned that Michael Brown has done quite a bit of "green building" for quite some time.

Mr. Leffler asked how do homeowners get involved in “retrofitting” and existing commercial real estate.

Mr. Kennedy mentioned the possible tax credits from the current administration. Meet with the elected officials. Need to look at programs such as the “switch out”. Get people in to retro fitting and use a common sense approach. Need to consider “retro” fit.

Mr. Krapf mentioned he supports the “retro fit” and we need to look at energy incentives for construction which goes with everything and also take an approach by category and possibly put incentives into place or other incentives for a developer. We need to get educational materials to the public being there is misconception about the cost of going green.

Mr. Kennedy stated we need to look at incentives and density initiatives. What is the demand and he used examples such as the rain barrel program. Citizens want to do what is right to conserve. Such as turf design and “green” is not just the house. It is broad. Even look at natural settings such as landscaping. Are there incentives for homeowners?

Mr. Costello mentioned there may be possibly two different areas such as energy and resources and used an example light retrofit. How do you get owners to do it? How can get retrofit with tax incentives for residual and commercial? Ear mark incentives credits based on the number of categories for commercial and private. Need to think about two areas energy and resources.

Mr. Willis stated the whole green concept is a huge concept it needs to be subdivided into multiple areas such as an existing home and new home. Commercial can be subdivided into private and public. Pick and choose from LEED what is appropriate for JCC. Set up a number of categories which should be earmarked for individual credits.

Ms. Hughes stated there needs to be enough flexibility to come up with creative and innovative ideas. Come up with a minimum for what you are looking for in ideas. Restoration for land and property and she mentioned the award won by Prime Outlets and come up with adaptive reuse for property and land. Marketable ideas such as retrofits for companies it could be an economic development project. Companies can do “rebates” for retrofitting. Could find demand because of the commercialism of “green”.

Mr. Costello talked about Virginia Power and Conair in reference to the rebate program such as changing lights. Virginia Power has been behind the times in providing “rebates” for the local area.

Mr. Hicks stated VA Power may be able to give a presentation and local groups as well about what is being done. Give samples of what is being done and share the opportunities about some of their success.

Mr. Kennedy stated the group has their first topic “retrofitting”.

- Incentives – what can be used? Commercial vs. residential

- Adaptive – reuse of existing properties
- Public-Private partnerships

Mr. Costello stated setting up booths at the recreation center for businesses to show their products and to select a group.

Ms. Hughes stated adaptive reuse of existing property.

Mr. Cowen stated baseline assumptions (?) baseline

Mr. Kennedy stated the company will come in at “give no charge” and evaluate based on the economy since people are looking for work and if there is a possibility to get some employment opportunities here in the County, if the opportunities arise. As the economy gets better may be then charge for the services.

General discussion about VA Power and VNG and how they would achieve energy efficiency. Have Earthcraft Virginia come down to say this is how we judge you are certified from our program and our standards.

Mr. Whyte mentioned how we also need to come up with marketing and educational incentives in order to educate the public and it can only be successful when people are aware of the programs that are available.

Mr. Leffler stated 2010 will have all new government leases that are signed and cannot go into any space that is not at least the bare minimum of Energy Star certification. Hampton Roads area leases will come forward and builders can begin to think about the leases and lead the way.

Mr. Hicks mentions the standard of certification and they are a variety of standards.

Mr. Leffler mentions multi tenants’ buildings and how we get a lease owner to look at the entire building before it’s leased out and try to get it to a standard of energy star?

Mr. Kennedy mentioned we should look at offering incentives to become motivating tools. Possibly talk to our legislators, such as Mr. Norment, about state incentives.

Mr. Hicks mentioned there are programs out there that are available and it would have to be a state legislative enforcement.

The team discussed incentives and energy audits for power plants.

Mr. Kennedy mentioned “energy audits” and retrofitting.

Ms. Hughes mentioned and also asked if Economic Development could be added to the list. This is a good business group potential which would encourage a business to be located in the County and if companies could relocate to the area in reference of green.

Mr. Hicks mentioned is there a market for “green” homes. Do you think people would be interested in purchasing those homes?

Mr. Costello mentioned a program in Richmond and what homeowners are buying anything that has energy payback as well as energy efficiency for five years or less. It’s the biggest change which acquired in the last year or so.

Mr. Hicks stated that it’s a healthy lifestyle change is it marketable?

Mr. Cowen mentioned that green communities are marketable. He mentioned Jay Epstein who has been building energy efficient homes in an affordable way in the County.

Mr. Leffler mentioned studies are out there from commercial builders to achieve higher rates. Mr. Leffler mentioned he has not seen this happen in the JCC area.

Mr. Kennedy mentioned the economic development factor of materials and of the building design which as we use more materials will create more jobs.

Mr. Cowen mentioned a few upgrades at the federal level for commercial building and more efficient cost at the mortgage level but not at the lease level, there are opportunities in the market. If we could find a way to make this more economical it could work.

Mr. Kennedy asked Suzy about Busch Gardens?

Ms. Cheely replied the BG has been doing some things for awhile such as turning off the computers at night and the Environmental Manager makes everyone aware of certain things to conserve energy. BG is looking at retrofitting in the near future.

Mr. Kennedy asked are they using the new lighting and are they using cost effective ways for the new rides.

Ms. Cheely replies back to Mr. Kennedy that the new projects such as the three warehouse buildings and for example the Pompeii ride uses gas and BG is looking at using another alternative for fuel.

Mr. Cowen mentioned of creating a form to tell energy efficient stories.

Mr. Kennedy added this to the list of goals: telling of energy efficient stories.

Mr. Hicks talked about the existing programs in JCC such as the policies and procedures and how those citizens are not aware of how JCC are the stewards of the environment. Educate the citizens about what we do and when we meet national standards citizens need to be educated about our progress. Telling the story to the citizens about what the development community has done.

Mr. Duckett mentioned incentives on Site Design and asked about Ms. Hughes about the “Better Site Design”/Builder of the Bay?

Ms. Hughes responded back how much of the Better Site Design is being implemented? Does not know what is happening since she is no longer involved.

Mr. Hicks responded a study was done and the Business Task Force has revisited those standards and it has been reviewed internally. The Policy Committee has been asked to adopt those policies and it will then be forwarded to the Planning Commission. Some may get stream line if approved then forwarded the BOS. Staff is looking at this process to happen in the next three to six months.

Mr. Kraph mentioned the Steering Committee is looking into any BOS approved or accepted committee study incorporated into the Comprehensive Plan Technical Report and cross-referencing the technical report to try to make sure it does not get lost in the shuffle now that the plan is being revised.

Mr. Kennedy asked everyone about the meeting dates. He asked everyone if it’s okay to meet once a month and asked about the time frame of the meeting? We can share information if we choose via email. He also asked do we keep this going for a meeting or two before we break up into subcommittees groups based on the information out of the group. Mentioned looking at “retrofitting” incentives and speak with the Commissioner of Revenue for tax incentives as too what is available locally and state wide.

Mr. Krapf asked are there a lot of public and private partnerships for retrofits and energy efficiency with that type of calaperation in the community?

Mr. Kennedy mentioned we could definitely look at HPI and other energy efficiencies.

Mr. Whyte mentioned HPI for retrofitting and also mentioned repairs though HPI in dealing with affordable housing.

Citizen: asked about the 30 % tax credit in the Wall Street bail out.

Mr. Cronan mentioned the 30% tax credit for residential construction which covers geo-thermal systems and homeowners would receive \$5,000 off their tax bill and for more information go to www.energy.star.gov. Go to this website for additional credits on the commercial side and will do research.

Mr. Mills stated based on the goals and recommendation of the group transform into some type of policy changes how does the process work and what would be the process for the timeline?

Mr. Hicks mentioned the state does not allow any locality to impose broad policy(s) and it has to be a voluntarily process and would consider it to be a customary process guideline. Can use as a special use permit to show some public benefits. Staff may encourage but not force. He

would consider a customer and guidelines process which could take a good year for the process to go thru the proper channel. We do want to try to finalize into the comprehensive plan. Staff may encourage.

Mr. Mills mentioned one cannot go above the building code and the fact not to “reinvent the wheel” due to there is a good bit of information already available.

Mr. Kennedy mentioned looking at retrofitting incentives also in the commercial and residential reuses areas working on the “here and now” and to apply for grants for energy. Since there are opportunities from the stimulus package and federal dollars available to be used. One area is the energy audits and building design for new design is completely separate.

Ms. Hughes mentioned the comprehensive plan needs to identify new retrofitting.

Ms. Cook was asked about the comprehensive plan and she mentioned the land use redevelopment. She also stated the economic development has discussed retrofitting and it will be discussed in further detail.

Mr. Kraph mentioned the goals, strategies and actions for each section of the comprehensive plan and the verbiage for refill which and were generally enough for the comprehensive goals to be looked at.

Mr. Hicks mentioned the public facilities (JCSA) to establish guidelines. Look at the features of the comprehensive plan to be used as a guide. There is enough language to allow the comprehensive plan to be used as a guide.

Ms. Hughes asked if GIS could be used to search those target areas built before 1970 and to identify those areas as a guide which could be a valuable area to start.

Mr. Kennedy asked Mr. Rick Hanson about the revitalization project on Ironbound.

Mr. Hanson talked about energy audits on the homes and special standards were included in the revitalization of the homes. He did mention that the SFH are EarthCraft certified.

Mr. Kennedy asked Mr. Hanson is there programs that are for housing with everything coming out of Washington for energy audits for older housing neighborhoods.

Mr. Hanson mentioned a lot of energy audits and funding is available thru the weatherization program thru Community Action Agency where there is significant amount of funds available thru the stimulus bill.

Mr. Van Kniest asked about the weatherization or “duck tail” is it part of the weatherization program and to expand on the definition of the weatherization program and to explain the energy audit.

Mr. Hanson responded that the energy audit is part of the weatherization program.

Mr. Hanson responded back he wasn't sure about all the details pertaining to the program. Weatherization is broad and he gave examples of what it could mean such as improvements to the house which would make it more energy efficient.

Mr. Kennedy asked has anyone worked with the potential grant, and with Community Action Agency, about the potential grants coming forward.

Mr. Hanson mentioned the funds come from the state.

Mr. Kennedy stated that weatherization is available and could change for small contractors that know how do this work.

Mr. Hanson mentioned they partnered with HPI and with the state to assist the builders.

Mr. Kennedy mentioned there could be a possibility for jobs in the area for partnerships and funds available from the new administration. Communicate thru e-mail about the funds that are available to assist with this program for energy efficiency.

Mr. Hicks introduced Mr. Tim Isom, from Wal-Mart Distribution Center 6088. He mentioned Wal-Mart is using energy efficiency and would like to get a presentation on what Wal-Mart is doing.

Mr. Kennedy stated to Robert Duckett, PBHA, could get with Rick Hanson about energy efficiency and he also mentioned small contractors could find work and to get them involved.

Mr. Cowen mentioned we need to find a measure and monitor the buildings?

Mr. Hanson stated that using Earthcraft techniques used for efficiency is great.

Mr. Kennedy asked if anyone is willing to tackle this project?

Mr. Hicks mentioned a brief presentation of what the County is doing for energy efficiency. He also introduced two county employees in charge of our energy efficiency program which is Jennifer Private and Bernie Farmer. The County has done a lot about energy efficiency.

Mr. Cowen mentioned possible tax credits and will send the information to Steven.

Mr. Hicks use the e-mail distribution of all the information a possible link.

Mr. Kennedy also mentioned a Google group.

Mr. Hicks asked if the committee could send the information to him about Green Building via e-mail and will forward the information to everyone else.

Ms. Hughes mentioned the J4C's the Economic partnership Meeting this Thursday, with Carl Brown, Earthcraft and Tom Tingle with Guernsey-Tingle.

Mr. Kennedy mentioned the next meeting will be held on Monday, April 13th at 4 PM in Building C conference room. The meeting will be on the first Monday of every month with the exception of April due to spring break.